12/22/88

WHOLE EARTH REVIEW

Fr: Keith Jordan
To: Kathleen & Donald
cc: Stewart, Kevin, Peter Schwartz

Whole Earth (WE) will submit a bid to GBN for the booklet specified below. This bid will provide for the complete production and printing of the booklet. WE will "broker" the printing and binding of the booklet through a local printer.

Specifications for GBN Booklet:

Number to print: bids for 250, 500, 1000 copies (see note 1)
Number of pages: 80 (40 sheets printed 2 sides) 8.5 x 11.5
Number of charts: 35 (see note 2)
Color: color on 55 pages, black only on 25 pages (see note 3)
Stock: lighter than sample booklets (but maintain opacity)
Cover: heavy cover stock front and back; coated outside, white inside; two colors on front, one color on back
Binding: comb/spiral type (as in sample booklets)

NOTES:

1) Number to print: GBN may decide to print additional quantities of some pages at same time as main run. If so, this cost will be added to original bid.

2) Charts:

a) Charts will be a mixture of types:
- approx. 25 would be numeric (bar, pie, x/y types, etc.)
- remainder would be display charts (flow charts, "bulleted" lists, etc.)

b) We are assuming a mix of charts similar to those in sample booklet. Anything more than this - such as more complex original artwork - would be at an added cost.

c) GBN will work with WE to provide material for charts in convenient formats.

d) If extra copies of charts (possibly enlarged) are wanted for overhead projection, let us know how you would like those and we can work up a price (there are several possible ways to produce these).

3) Color: WE will make its bid based upon an economical use of color to produce an effective result (ie using black plus one or two other colors on most color pages). Non-chart pages will have some color enhancements such as screens, color rules & boxes, and color headings.

TIMELINE:

12/23/88	Sample copy to WE from Howard Rheingold
12/29/88	Complete draft of booklet to WE from GBN
12/30/88	Bid to GBN (at latest)
01/02/89	50% of charts to WE
01/15/89	75% of charts to WE
02/01/89	100% of charts, final copy, and final print order to WE
02/01/89	Design mock-up to GBN for final approval
03/01/89	Printed booklets delivered to GBN

Printer: need pagination sheet
8½ x 11 ok?